



REPLY TO
ATTENTION OF

DEPARTMENT OF THE ARMY
FAMILY AND MORALE, WELFARE AND RECREATION COMMAND
US ARMY INSTALLATION MANAGEMENT COMMAND
4700 KING STREET
ALEXANDRIA VA 22302-44

- 2 JUN 2008

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MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Soldier and Family Appreciation Day Celebrations

1. References:

- a. Department of Defense Instruction, 1015.10 Programs for Military Morale, Welfare, and Recreation (MWR).
- b. Department of Defense Instruction, 1015.15 Establishment, Management, and Control of Nonappropriated Fund Instrumentalities and Financial Management of Supporting Resources.
- c. Army Regulation 215-1, Morale, Welfare, and Recreation (MWR) Activities and Nonappropriated Fund Instrumentalities (NAFI).
- d. Installation Management Command FY 08 Narrative Funding Guidance.

2. This Memorandum provides guidelines on Morale, Welfare and Recreation (MWR) responsibilities for Soldier and Family Appreciation Days held in conjunction with recognition events for deployed units returning to home stations. It identifies actions and coordination necessary to successfully execute these Soldier and Family Appreciation Days. IMCOM Regions may develop supplements to this Memorandum that address regional requirements or limitations.

3. When Army units and military personnel return to military communities from deployment, commanders often hold welcome home celebration events. These celebrations differ significantly from one location to another according to installation leaderships' expectations and garrisons' capabilities to provide funding support for such celebrations. These welcome home events are defined as follows:

- a. Welcome home ceremonies greeting individual returning units held on the actual day of arrival. These events are official in nature, Soldier-focused, and conducted at Mission Commanders discretion with respect to concept, time and place. These ceremonies are not MWR events and Nonappropriated Funds (NAF) are not authorized.

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b. Commemoration events to honor fallen Soldiers are solemn ceremonies conducted by Mission Commanders. These ceremonies are not MWR events and NAF are not authorized.

c. Soldier and Family Appreciation Day celebrations. These are primarily Garrison Commanders' responsibility, in partnership with Mission Commanders' desire for any official ceremonial portion to the event (e.g., unit formation, award ceremonies, etc.). MWR can be a major proponent of the Soldier and Family Appreciation Day celebrations and NAF are authorized as addressed in paragraph 5b below.

4. Soldier and Family Appreciation Day should target maximum participation by the entire military community, taking into account when the main body redeploys as well as block leave schedules. Mission Commanders will determine when the celebration is scheduled. These celebrations should be at no cost to the participants. While local community organizations may participate, the celebrations are an Army-conducted event on the installation. Installation Public Affairs Offices and Protocol have responsibility for coordinating with the local community and inviting VIPs.

5. Funding options/authorized expenditure source:

a. Appropriated Funds. Garrison services may be provided on a non-reimbursable basis. Global War on Terrorism (GWOT) funds may not be used for Soldier and Family Appreciation Day celebrations. If garrison commanders wish to support these celebrations through local MOAs with mission commanders using mission funds, they must request exception to reference d which may be granted by the IMCOM DCG or CG.

b. MWR Nonappropriated Funds.

(1) Army Level Requirements (ALR) Unit Funds. These unit funds may be used for up to one year after redeployment to fund celebrations that are for the collective benefit of all unit members in accordance with policy guidelines in Chapter 6, AR 215-1, and procedures established in memorandum, CFSC-FM-C, 16 April 2004, subject: Army Level Requirements (ALR) Morale, Welfare, and Recreation (MWR) Unit Fund Support to Army Troops Deployed Overseas and Activated Reserve Component (RC) Units in Support of Homeland Security, available on-line at: <http://www.army.mil/cfsc/documents/fm/ALRMWRUnitFundMemo2.pdf>.

(2) At the discretion of commanders, existing regular unit funds may be allocated for celebration costs.

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(3) MWR NAF may be used to fund Soldier and Family Appreciation Days which are installation-wide events open to the entire military community. NAF may not be used for goods or services for which APF are authorized.

(4) Use of commercial sponsorship to offset costs of these community-wide events will be in accordance with AR 215-1, Chapter 11, Section II, Commercial Sponsorship. Commercial sponsorship may include cash, merchandise, supplies or in-kind services.

(5) Expenditures. Typical costs of MWR Soldier and Family Appreciation Day celebrations will normally include expenses for such items as live entertainment, food and beverage, children's rides, etc. The scope of the entertainment should be commensurate with the size of the event.

(6) Proper stewardship and fiduciary responsibility for appropriate use of NAF and APF dollars must be maintained. NAF cannot be used for any costs that are non-MWR in nature.

6. Attempt to include all units that have redeployed, regardless of size, in Soldier and Family Appreciation Day events. Reserve and National Guard units that are geographically dispersed from installations and unable to participate must be given access to their ALR to fund a similar celebratory organizational event. Similar provisions should be made to provide limited functions commensurate to the size of the tenant units which redeploy on a different cycle than the principal military units on the installation. Regions and garrisons should ensure there are consistent levels of support for these celebrations as units continue to redeploy.

7. Enclosure (1) is a sample guide developed by a large installation for conducting a Soldier and Family Appreciation Day. This guide is only provided as an example of the ways one garrison used in planning events. It may be used as the basis for developing your guide, however it should be adapted to meet local MWR services and local capabilities. Garrisons are responsible for conducting Soldier and Family Appreciation Day events that comply with all local and regulatory requirements related to such events. In addition, a sample worksheet used by a Region to identify, calculate and record expenses associated with recognition events for multiple redeploying units is at enclosure (2).

8. Developing a communication plan is one of the most important aspects in planning for Soldier and Family Appreciation Day events. This plan is essential to shaping the expectations of Soldiers and Families. While the celebration is to honor Soldiers and their Families, it is also vital to foster realistic expectations of these participants.

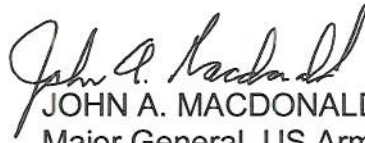
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9. This Memorandum and enclosures are available on-line at:
www.armymwr.biz/sfadc.htm. Point of contact (POC) is Naomi Falsetto,
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2 Encls

1. Sample Event Guide
2. Sample Worksheet


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